

FIG. 1

FIG. 2 is a block diagram of a system architecture.

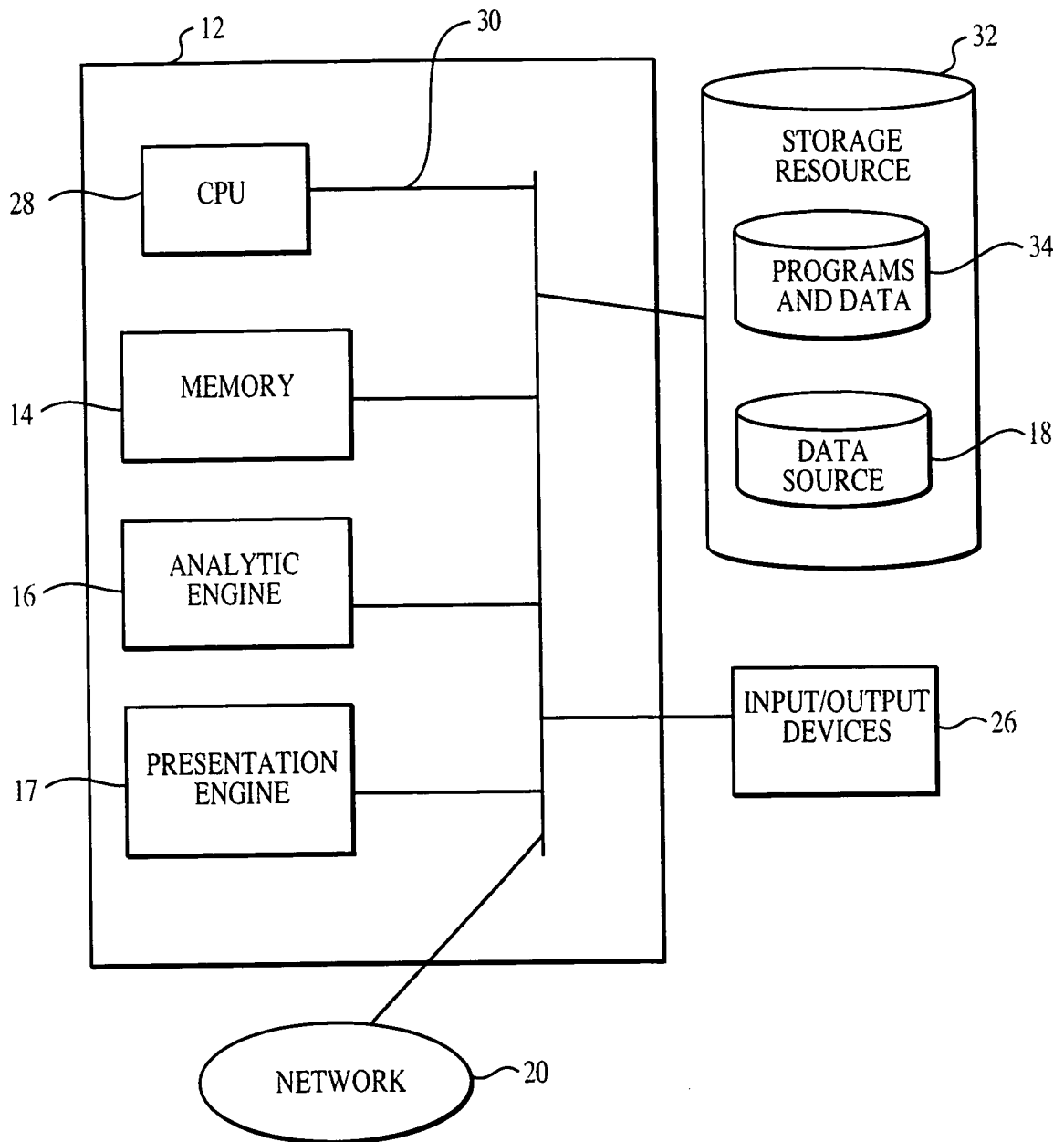


FIG. 2

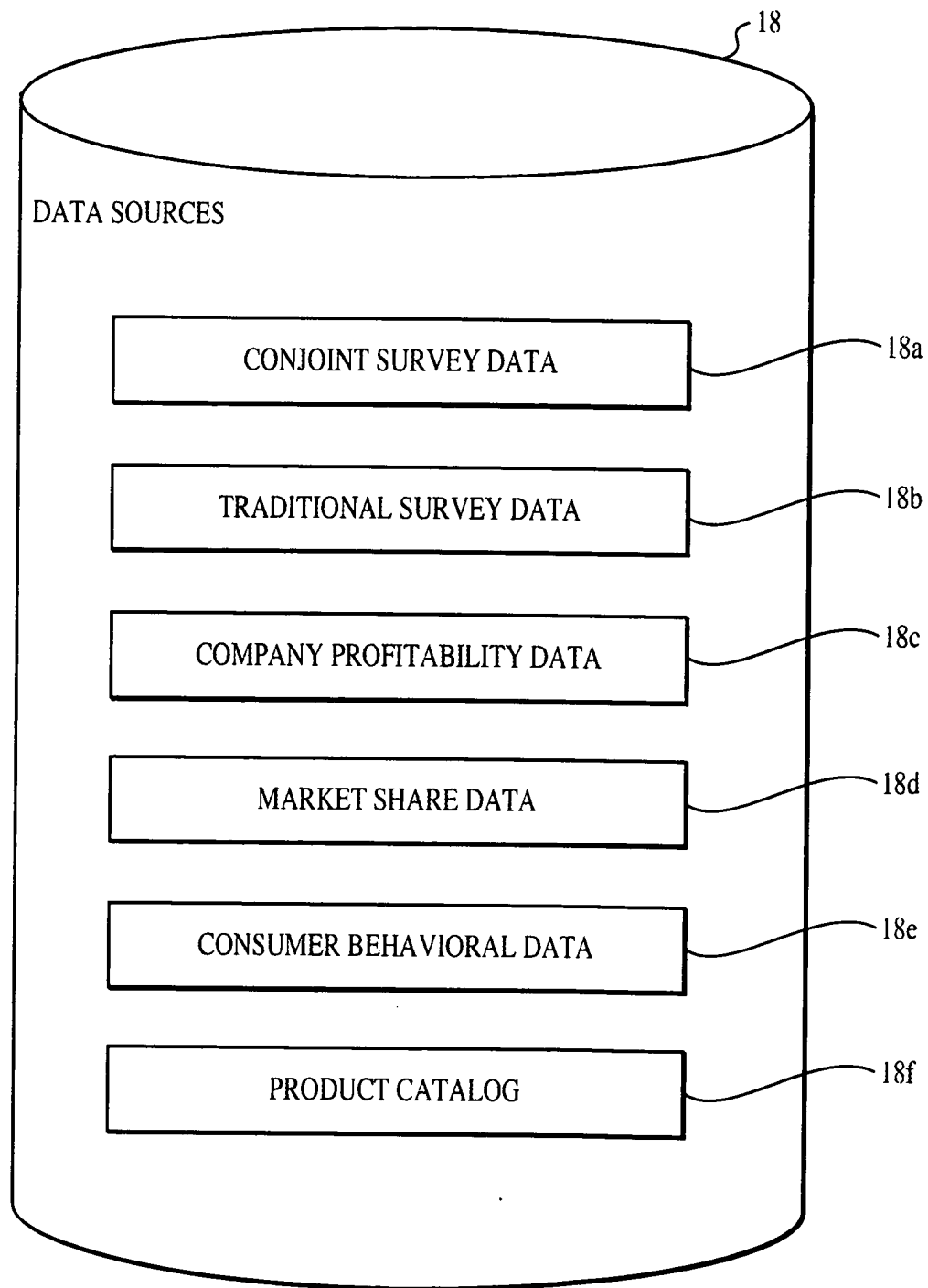


FIG. 3

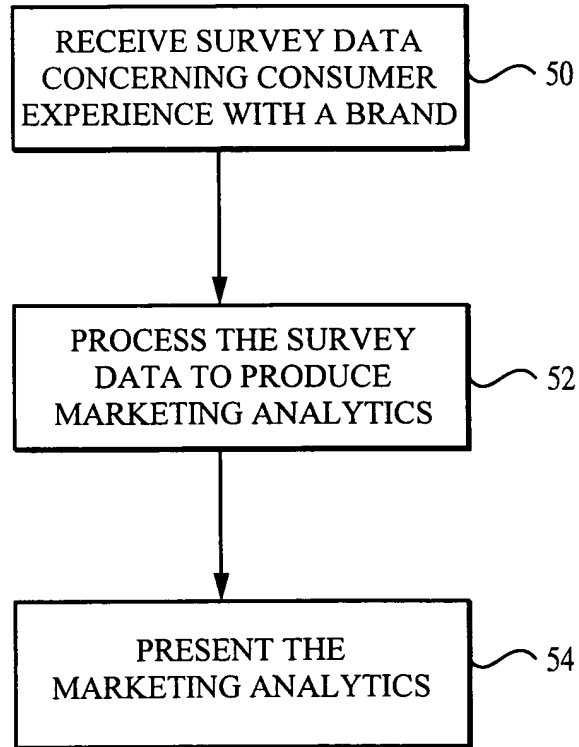


FIG. 4

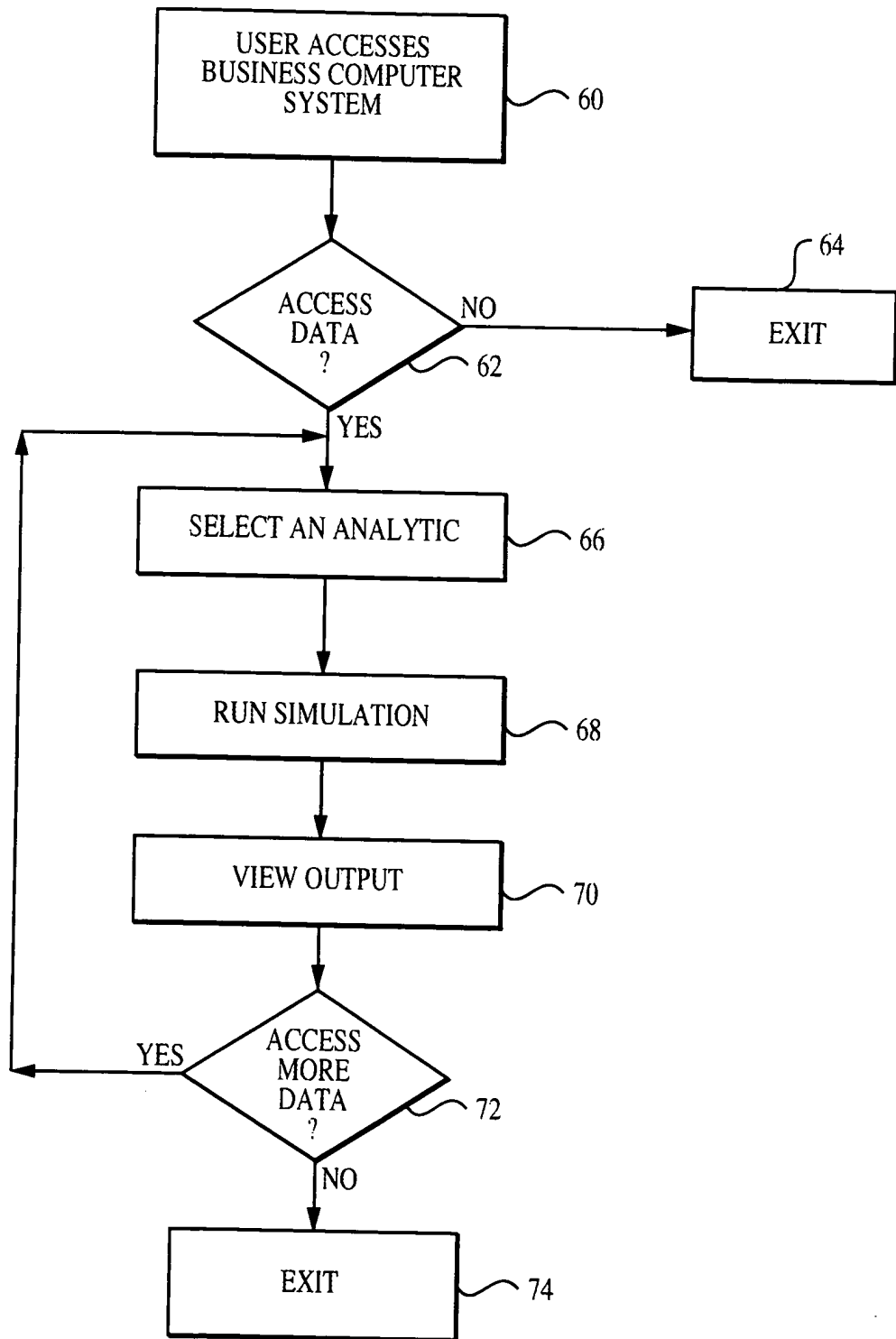
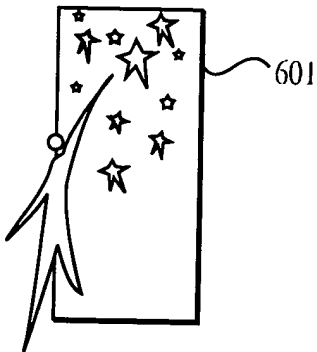


FIG. 5



602

WELCOME TO THE MARKETING DECISION TOOLKIT. THIS TOOLKIT
WILL PROVIDE THE USER WITH MARKETING ANALYTICS BASED ON
WEBSITE INDUSTRY INFORMATION. ARMED WITH THESE ANALYTICS,
THE MARKETING PROFESSIONAL IS ABLE TO MAKE EFFECTIVE
MARKETING DECISIONS.

600

FIG. 6A

ACCESS DATA?

YES NO

611

612

TOTAL UTILITY (OVERALL SCORE)	612a
IMPROVEMENT OPPORTUNITY SIMULATIONS	612b
TOTAL UTILITY (BY PARAMETER)	
TOTALY UTILITY TREND ANALYSIS	
ATTRIBUTE IMPORTANCE SCORES	
TOP AND BOTTOM 3 IMPROVEMENT OPPORTUNITIES	
COMPETITIVE ADVANTAGES AND OPPORTUNITIES	
MARKETING FUNNEL	

610

FIG. 6B

FIG. 6C

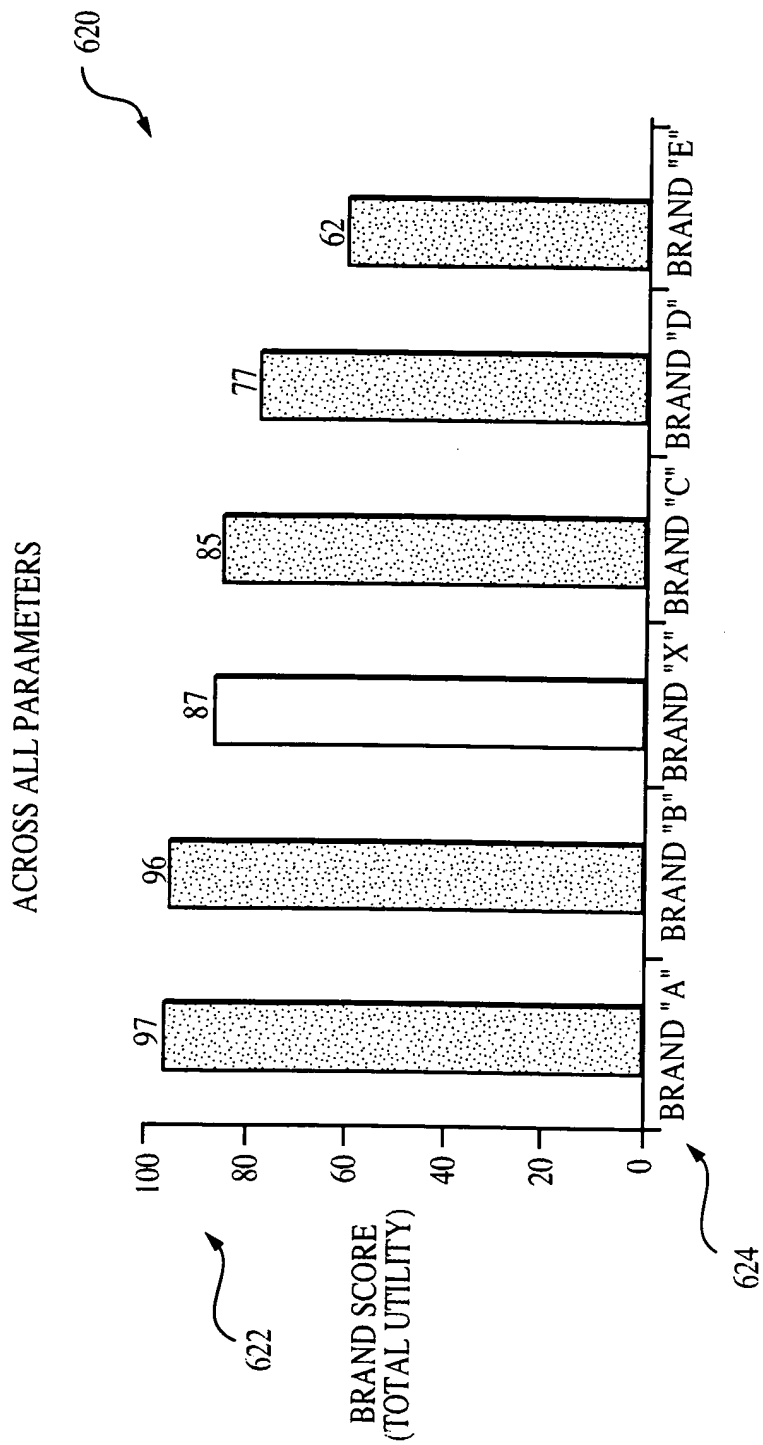


FIG. 6C

630

632

PRODUCT INFORMATION BASIC PRODUCT INFORMATION DETAILED PRODUCT INFORMATION RUN SIMULATION

634

CURRENT LEVEL	SIMULATION LEVEL	CHANGE
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- MARKET SHARE
- CONSUMER PREFERENCE
- PROFITABILITY
- PRICE PREMIUM WITH CONSTANT MARKET SHARE
- INCREMENTAL PROFIT FROM PRICE INCREASE

30	32	+2 POINTS
70	73	+3 POINTS
\$300 MILLION	\$301 MILLION	\$1 MILLION
\$4.10	\$4.20	\$0.10
		\$1.2 MILLION

635

FIG. 6D

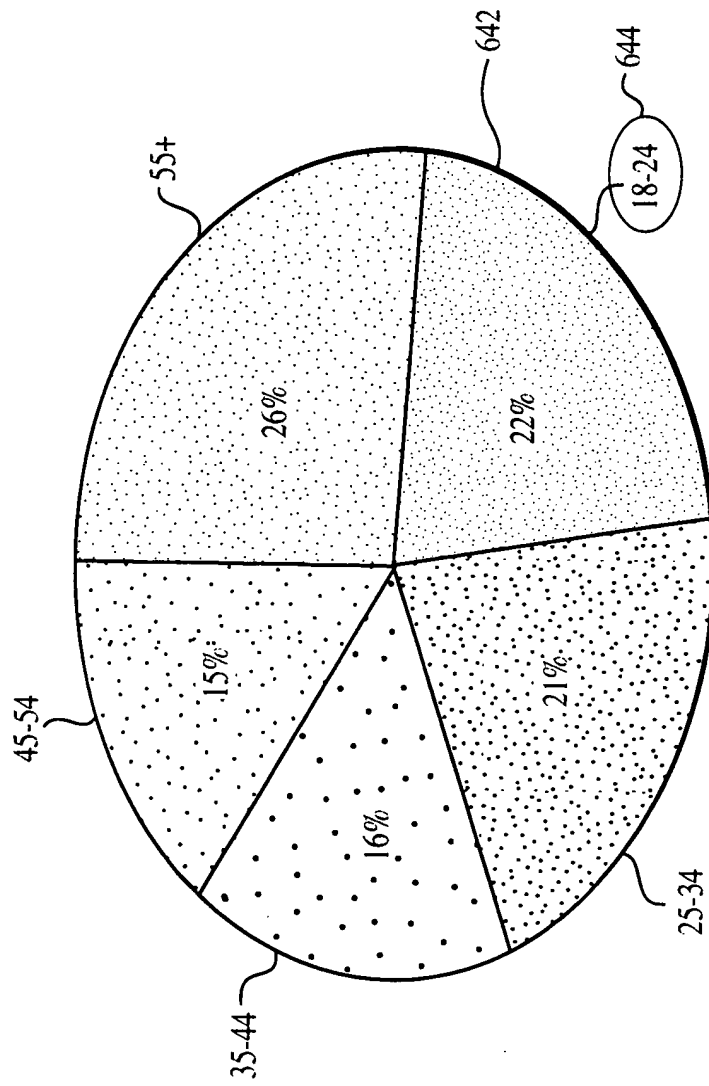


FIG. 6E

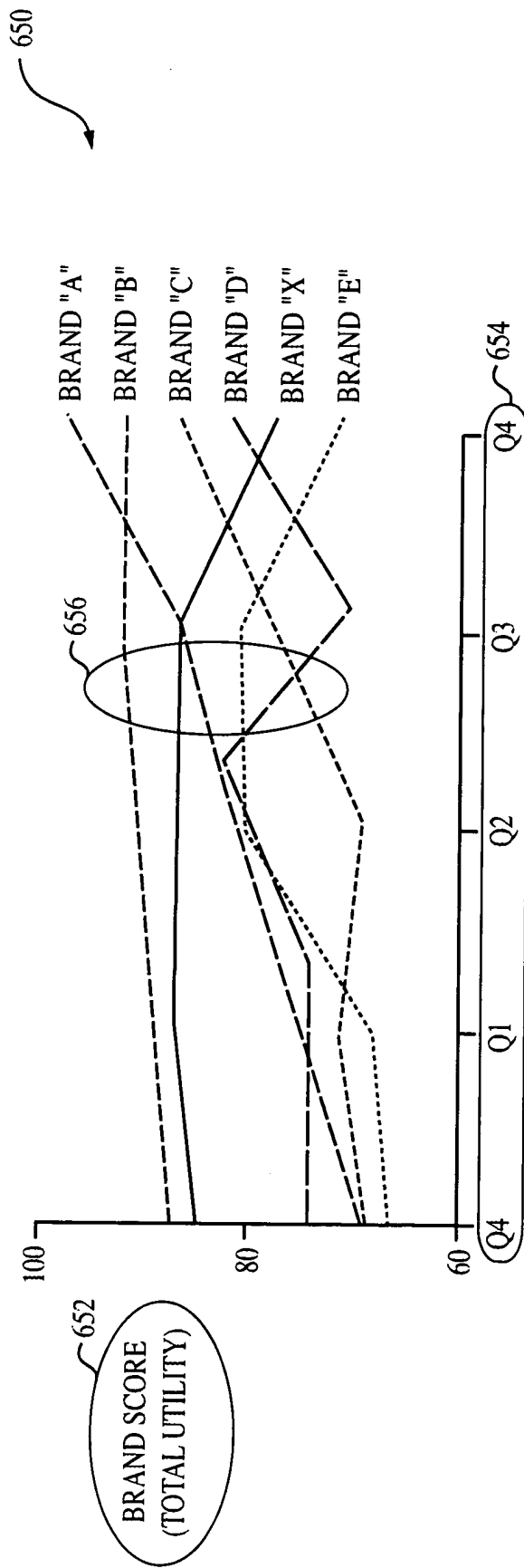


FIG. 6F

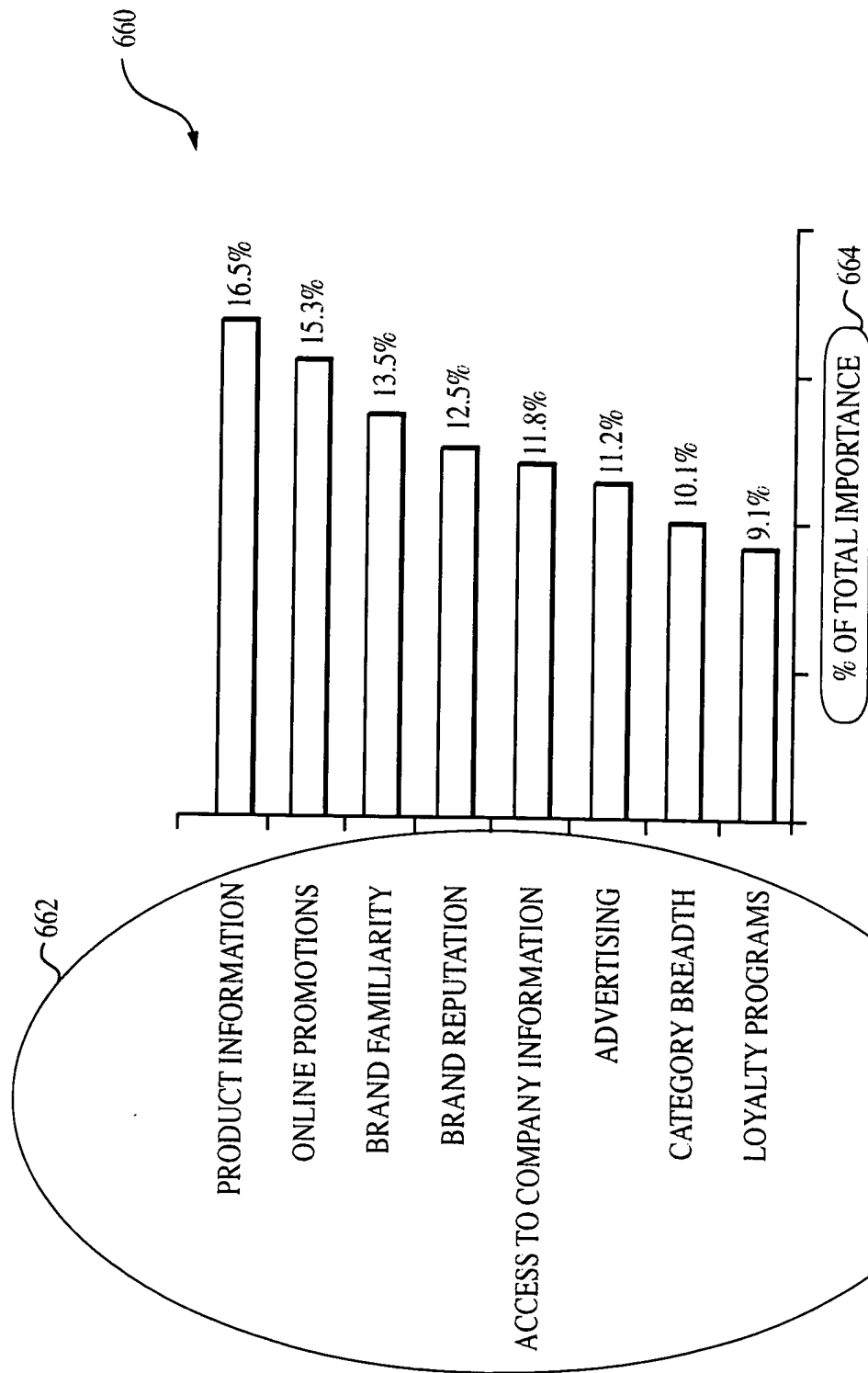


FIG. 6G

670

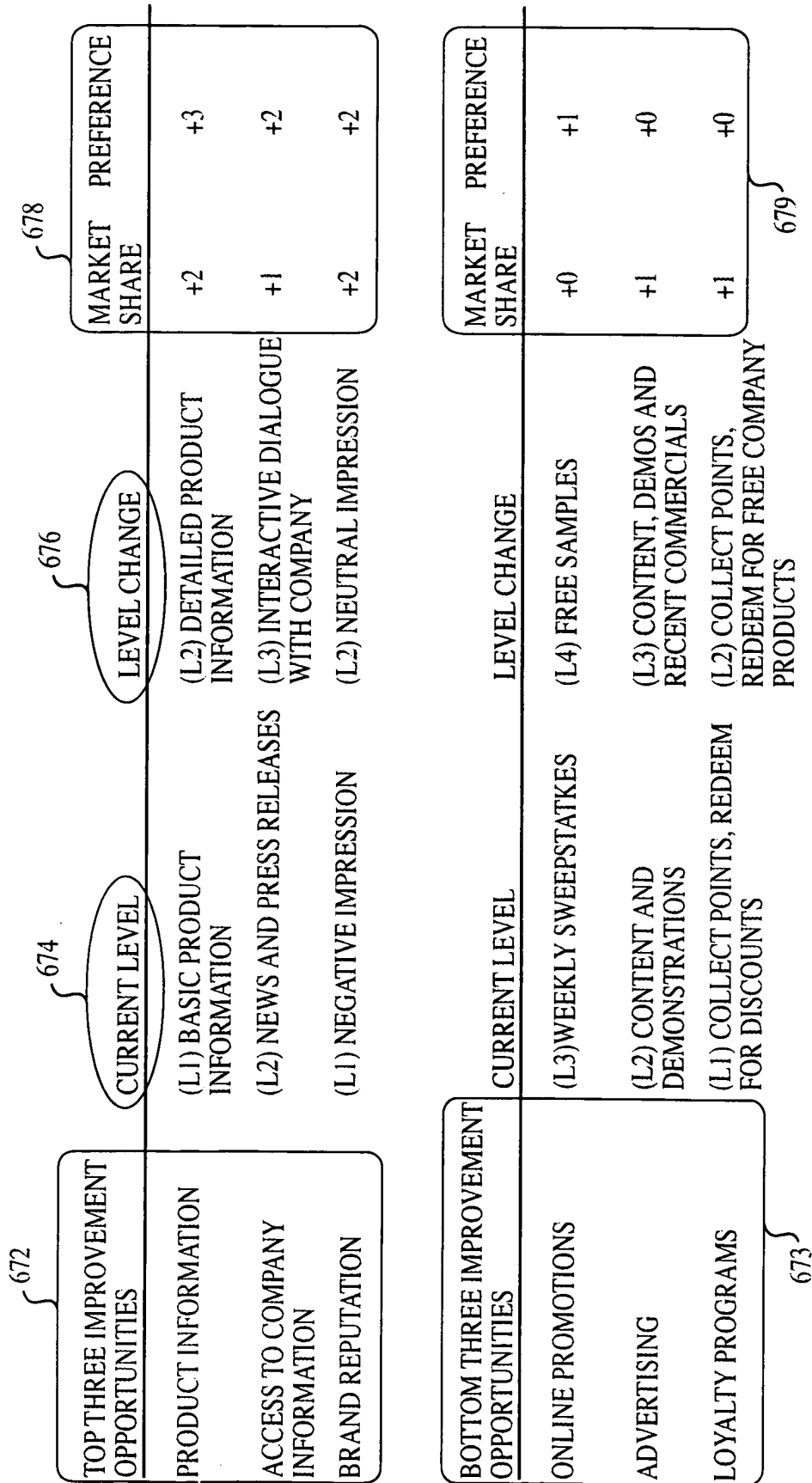


FIG. 6H

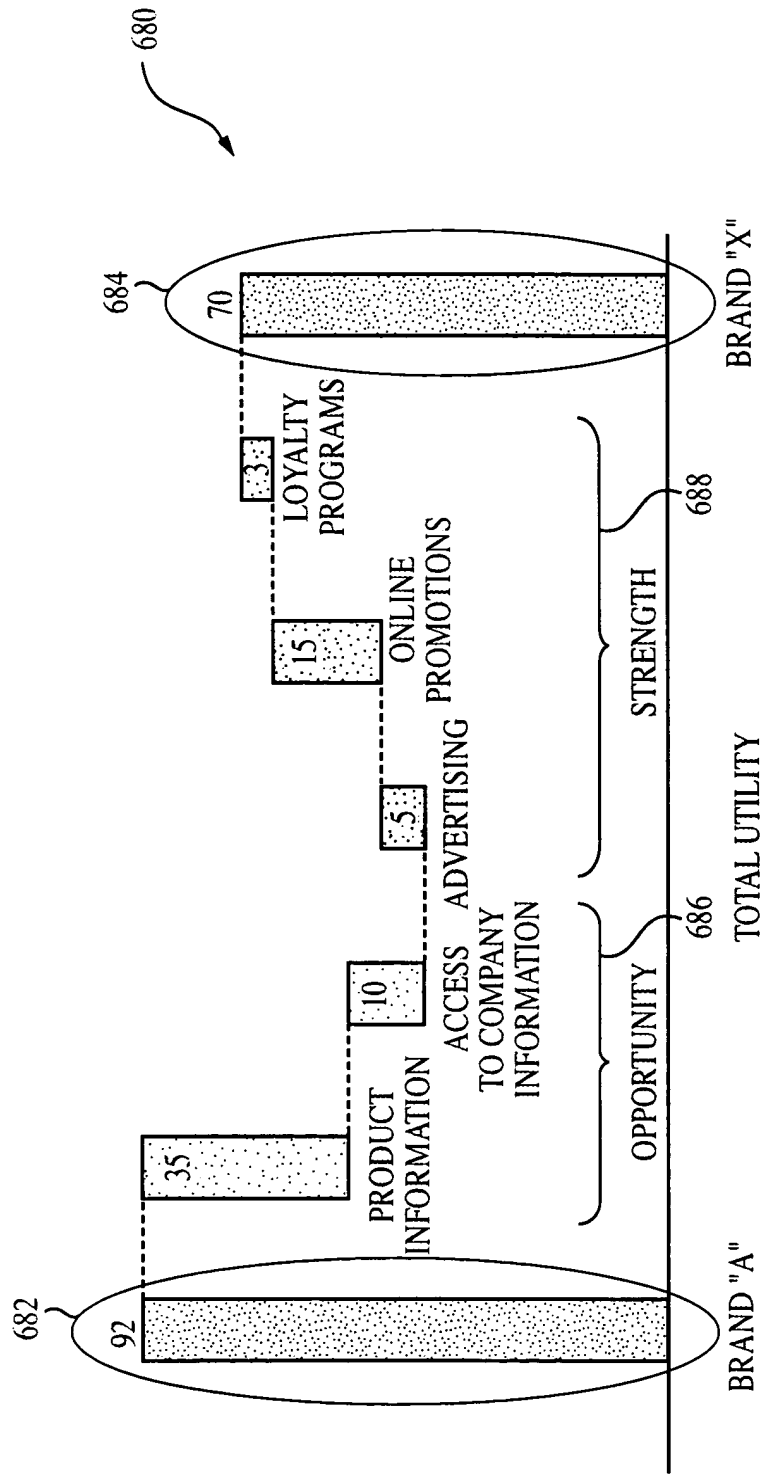


FIG. 6I

FIG. 6J

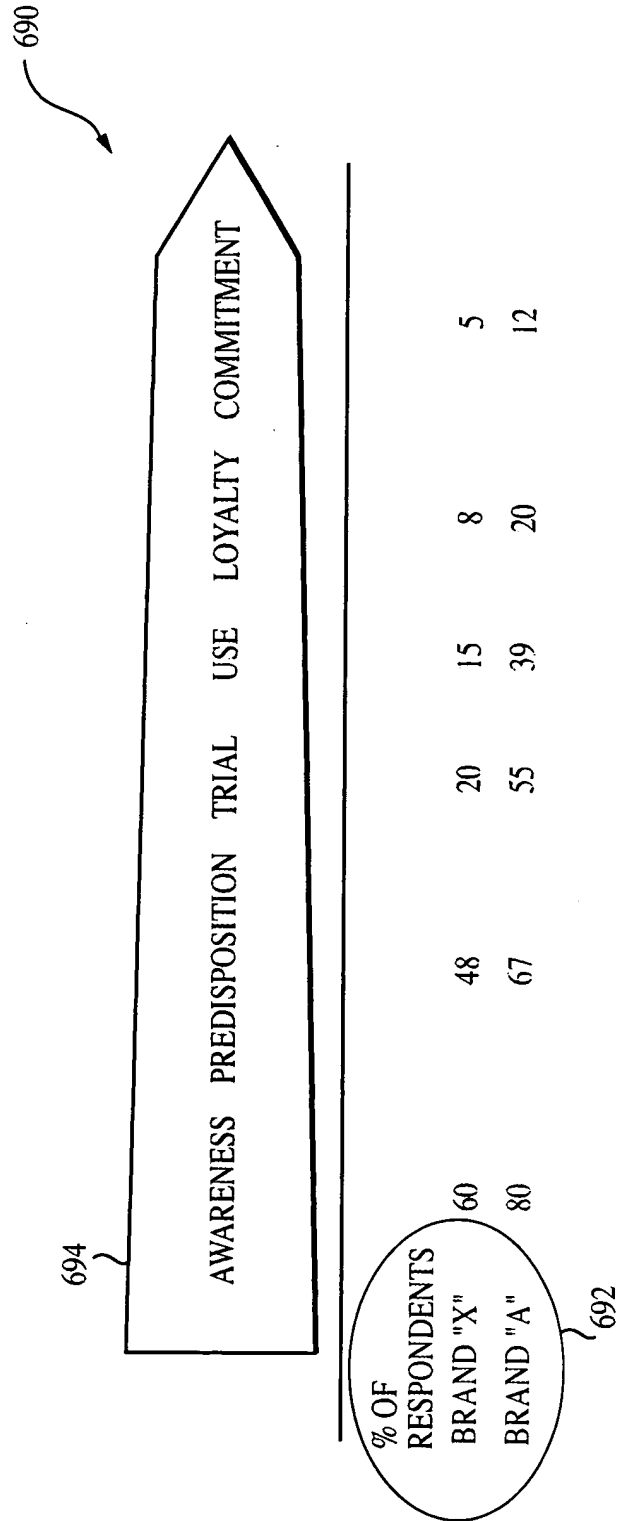


FIG. 6J